

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-81. (Cancelled).

82. (Currently Amended) A method of presenting content, the method comprising:
determining a geographic location of a user;
determining a local day-part appropriate for the geographic location from among at least one of morning, afternoon, primetime, and latenight;
receiving content from two or more broadcast content providers ~~sources~~;
~~selecting~~ designating a broadcast content provider ~~source~~ from among the two or more broadcast content providers ~~sources~~ based upon the determined local day-part;
configuring a content display to feature content from the ~~selected~~ designated broadcast content provider ~~source~~ over content from other of the broadcast content providers ~~sources~~; and
presenting the content display to the user,
wherein the local day-part is one of multiple standard time periods into which a day is divided by broadcast media for selling advertising time ~~receiving content comprises receiving content from two or more broadcast sources, and~~
~~wherein receiving content from two or more broadcast sources comprises receiving content from two or more broadcast networks.~~

83-84. (Canceled)

85. (Currently Amended) The method of claim 82, wherein featuring content from the ~~selected~~designated broadcast content ~~provider~~source comprises configuring the content display to display only content related to the ~~selected~~designated broadcast content ~~provider~~source.

86. (Currently Amended) The method of claim 82, wherein featuring content from the ~~selected~~designated broadcast content ~~provider~~source comprises configuring the content display ~~such that to display~~ a majority of displayed content is related to the ~~selected~~designated broadcast content ~~provider~~source.

87. (Currently Amended) The method of claim 82, wherein featuring content from the ~~selected~~designated broadcast content ~~provider~~source comprises configuring the content display to display content related to the ~~selected~~designated broadcast content ~~provider~~source in a prominent position on the content display relative to a position of content from one or more other broadcast content providers~~sources~~.

88. (Currently Amended) The method of claim 82, wherein featuring content from the ~~selected~~designated broadcast content ~~provider~~source comprises configuring the content display to display content related to the ~~selected~~designated broadcast content ~~provider~~source in a prominent manner on the content display relative to a manner used to display content of one or more other broadcast content providers~~sources~~.

89. (Currently Amended) The method of claim 82 wherein the content includes content other than advertising content.

90. (Currently Amended) The method of claim 89 wherein:
receiving further comprises receiving one or more advertising segments corresponding to one or more of the broadcast content providers~~sources~~;

identifying further comprises identifying one or more advertising segments corresponding to the ~~selected~~designated broadcast content ~~provider~~source; and
configuring further comprises configuring the content display to feature one or more advertising segments corresponding to the ~~selected~~designated broadcast content ~~provider~~source over advertising segments from other of the ~~broadcast~~ content ~~provider~~sources.

91. (Currently Amended) The method of claim 90, wherein featuring one or more advertising segments corresponding to the ~~selected~~designated broadcast content ~~provider~~source comprises configuring the content display to display only advertising segments related to the ~~selected~~designated broadcast content ~~provider~~source.

92. (Currently Amended) The method of claim 90, wherein featuring one or more advertising segments corresponding to the ~~selected~~designated broadcast content ~~provider~~source comprises configuring the content display to display a majority of advertising segments related to the ~~selected~~designated broadcast content ~~provider~~source.

93. (Currently Amended) The method of claim 90, wherein featuring one or more advertising segments corresponding to the ~~selected~~designated broadcast content ~~provider~~source comprises configuring the content display to display advertising segments related to the ~~selected~~designated broadcast content ~~provider~~source in a prominent position on the content display relative to a position of content from one or more other ~~broadcast~~ content ~~provider~~sources.

94. (Currently Amended) The method of claim 90, wherein featuring one or more advertising segments corresponding to the ~~selected~~designated broadcast content ~~provider~~source comprises configuring the content display to display advertising segments related to the ~~selected~~designated broadcast content ~~provider~~source in a prominent manner on the content

display relative to a manner used to display content of one or more other broadcast content ~~providers~~sources.

95. (Previously Presented) The method of claim 82, wherein configuring a content display further comprises configuring a communications utility based upon the determined local day-part.

96. (Previously Presented) The method of claim 95 wherein configuring a communications utility comprises configuring a chat room.

97. (Currently Amended) A computer program stored on a computer readable medium, the computer program comprising instructions executed by a processor for:

determining a geographic location of a user;

determining a local day-part appropriate for the geographic location from among at least one of morning, afternoon, primetime, and latenight;

receiving content from two or more broadcast content ~~providers~~sources;

~~selecting~~designating a broadcast content ~~provider~~source from among the two or more broadcast content ~~providers~~sources based upon the determined local day-part;

configuring a content display to feature content from the ~~selected~~designated broadcast content ~~providers~~source over content from other of the broadcast content ~~providers~~sources; and

presenting the content display to the user,

wherein the local day-part is one of multiple standard time periods into which a day is divided by broadcast media for selling advertising time~~instructions for receiving content comprises instructions for receiving content from two or more broadcast sources, and~~

~~wherein instructions for receiving content from two or more broadcast sources comprises instructions for receiving content from two or more broadcast networks.~~

98-99. (Canceled)

100. (Currently Amended) The computer program of claim 97, wherein the instructions for featuring content from the ~~selected~~designated broadcast content ~~providers~~source comprise[[s]] instructions for configuring the content display to display only content related to the ~~selected~~designated broadcast content ~~providers~~source.

101. (Currently Amended) The computer program of claim 97, wherein the instructions for featuring content from the ~~selected~~designated broadcast content ~~providers~~source comprise[[s]] instructions for configuring the content display ~~such that to~~ display a majority of displayed content is related to the ~~selected~~designated broadcast content ~~providers~~source.

102. (Currently Amended) The computer program of claim 97, wherein the instructions for featuring content from the ~~selected~~designated broadcast content ~~providers~~source comprise[[s]] instructions for configuring the content display to display content related to the ~~selected~~designated broadcast content ~~providers~~source in a prominent position on the content display relative to a position of content from one or more other broadcast content ~~providers~~sources.

103. (Currently Amended) The computer program of claim 97, wherein the instructions for featuring content from the ~~selected~~designated broadcast content ~~providers~~source comprise[[s]] instructions for configuring the content display to display content related to the ~~selected~~designated broadcast content ~~providers~~source in a prominent manner on the content display relative to a manner used to display content of one or more other broadcast content ~~providers~~sources.

104. (Previously Presented) The computer program of claim 97 wherein content includes content other than advertising content.

105. (Currently Amended) The computer program of claim 104 wherein:
the instructions for receiving further comprise[[s]] instructions for receiving one or more advertising segments corresponding to one or more of the broadcast content providers~~sourcees~~; the instructions for identifying further comprise[[s]] instructions for identifying one or more advertising segments corresponding to the selecteddesignated broadcast content providers~~sourcee~~; and
the instructions for configuring further comprise[[s]] instructions for configuring the content display to feature one or more advertising segments corresponding to the selecteddesignated broadcast content providers~~sourcee~~ over advertising segments from other of the broadcast content providers~~sourcees~~.

106. (Currently Amended) The computer program of claim 105, wherein the instructions for featuring one or more advertising segments corresponding to the selecteddesignated broadcast content providers~~sourcee~~ comprise[[s]] instructions for configuring the content display to display only advertising segments related to the selecteddesignated broadcast content providers~~sourcee~~.

107. (Currently Amended) The computer program of claim 105, wherein the instructions for featuring one or more advertising segments corresponding to the selecteddesignated broadcast content providers~~sourcee~~ comprise[[s]] instructions for configuring the content display to display a majority of advertising segments related to the selecteddesignated broadcast content providers~~sourcee~~.

108. (Currently Amended) The computer program of claim 105, wherein the instructions for featuring one or more advertising segments corresponding to the selecteddesignated broadcast content providers~~sourcee~~ comprise[[s]] instructions for configuring the content display to display advertising segments related to the selecteddesignated broadcast

content provider~~source~~ in a prominent position on the content display relative to a position of content from one or more other broadcast content provider~~source~~s.

109. (Currently Amended) The computer program of claim 105, wherein the instructions for featuring one or more advertising segments corresponding to the ~~selected~~designated broadcast content provider~~source~~ comprise[[s]] instructions for configuring the content display to display advertising segments related to the ~~selected~~designated broadcast content provider~~source~~ in a prominent manner on the content display relative to a manner used to display content of one or more other broadcast content provider~~source~~s.

110. (Currently Amended) The computer program of claim 97, wherein the instructions for configuring a content display further comprise[[s]] instructions for configuring a communications utility based upon the determined local day-part.

111. (Currently Amended) The computer program of claim 110 wherein the instructions for configuring a communications utility comprise[[s]] instructions for configuring a chat room.

112. (Canceled)

113. (Currently Amended) The method of claim 82 wherein featuring content from the ~~selected~~designated broadcast content provider~~source~~ comprises featuring content in addition to television content.

114. (Currently Amended) The method of claim 82 wherein featuring content from the ~~selected~~designated broadcast content provider~~source~~ comprises featuring non-television content.

115. (Previously Presented) The method of claim 114 wherein the non-television content comprises one or more of a color, a border, a thematic element, a graphic, a link, text,

advertising content, news content, e-mail content, instant messaging content, or chat room content.

116. (Previously Presented) The method of claim 82 wherein configuring the content display comprises adjusting the look and feel to complement the determined local day part.

117. (Previously Presented) The method of claim 116 wherein the look and feel is adjusted without modifying the content being displayed based on the local day part.

118-126. (Canceled)

127. (Currently Amended) The method of claim 82 wherein the configuring of the content display comprises configuring the content display to feature content from the ~~selected~~designated broadcast content ~~provider~~source over content from other of the broadcast content ~~providers~~sources based upon the determined local day-part.

128. (Currently Amended) The computer program of claim 97, wherein the instructions for configuring a content display comprise instructions for configuring ~~[[of]]~~ the content display to feature content from the ~~selected~~designated broadcast content ~~provider~~source over content from other of the broadcast content ~~providers~~sources based upon the determined local day-part.

129. (Currently Amended) The method of claim 82, wherein the ~~selected~~designated broadcast content ~~provider~~source purchased the determined local day-part for featuring its content over content from other of the broadcast content ~~providers~~sources.

130. (Currently Amended) The computer program of claim 97, wherein the ~~selected~~designated broadcast content ~~provider~~source purchased the determined local day-part for featuring its content over content from other of the broadcast content ~~providers~~sources.

131. (Currently Amended) The method of claim 82, wherein the local day-part is a time period determined from among multiple different time periods, each of the multiple different time periods being predesignated by at least one of the two or more broadcast content providers~~networks~~.

132. (Currently Amended) The computer program of claim 97, wherein the local day-part is a time period determined from among multiple different time periods, each of the multiple different time periods being predesignated by at least one of the two or more broadcast content providers~~networks~~.

133. (Currently Amended) A method of presenting content, the method comprising:
determining a geographic location of a user;
determining a local day-part appropriate for the geographic location;
receiving content from two or more broadcast networks;
designating a first broadcast network from among the two or more broadcast networks as corresponding to a first day-part;
designating a second broadcast network from among the two or more broadcast networks as corresponding to a second day-part, the second broadcast network being different from the first broadcast network and the second day-part being different from the first day-part;
determining whether the local day-part is a match with the first day-part or with the second day-part;
configuring a content display to feature content from the first broadcast network over content from other of the broadcast networks conditioned on the local day-part matching the first day-part;
configuring a content display to feature content from the second broadcast network over content from other of the broadcast networks conditioned on the local day-part matching the second day-part; and

presenting the content display to the user,

wherein each of the local day-part, the first day-part, and the second day-part is one of multiple standard time periods into which a day is divided by broadcast media for selling advertising time.

134. (New) The method of claim 133, wherein the broadcast media include the two or more broadcast content providers.

135. (New) The method of claim 133, wherein each of the local day-part, the first day-part, and the second day-part is one of multiple time periods into which a day is customarily divided by broadcast media for selling advertising time.

136. (New) The method of claim 133, wherein the first broadcast network purchased the first day-part for featuring content associated with the first broadcast network and the second broadcast network purchased the second day-part for featuring content associated with the second broadcast network.

137. (New) The method of claim 82, wherein the broadcast media include the two or more broadcast content providers.

138. (New) The method of claim 82, wherein the local day-part is one of multiple time periods into which a day is customarily divided by broadcast media for selling advertising time.

139. (New) The method of claim 82, further comprising determining whether the local day-part matches one of a first day-part and a second day-part, the first day-part being a different day-part from the second day-part.

140. (New) The method of claim 139, wherein selecting a broadcast content provider based upon the determined local day-part and configuring a content display to feature content from the selected broadcast content provider comprise:

- conditioned on the local day-part matching the first day-part,
- selecting a first broadcast content provider, and
- configuring the content display to feature content from the first broadcast content provider; and

- conditioned on the local day-part matching the second day-part,
- selecting a second broadcast content provider, and
- configuring the content display to feature content from the second broadcast content provider, the second broadcast content provider being different from the first broadcast content provider.

141. (New) The computer program of claim 97, wherein the broadcast media include the two or more broadcast content providers.

142. (New) The computer program of claim 97, further comprising instructions for determining whether the local day-part matches one of a first day-part and a second day-part, the first day-part being a different day-part from the second day-part.

143. (New) The computer program of claim 142, wherein the instructions for selecting a broadcast content provider based upon the determined local day-part and configuring a content display to feature content from the selected broadcast content provider comprise instructions for:

- conditioned on the local day-part matching the first day-part,
- selecting a first broadcast content provider, and
- configuring the content display to feature content from the first broadcast content provider; and
- conditioned on the local day-part matching the second day-part,

selecting a second broadcast content provider, and
configuring the content display to feature content from the second broadcast content provider, the second broadcast content provider being different from the first broadcast content provider.

144. (New) A method of presenting content, the method comprising:
determining a geographic location of a user;
receiving content from two or more broadcast content providers;
determining a local day-part appropriate for the geographic location from among at least one of morning, afternoon, primetime, and latenight, wherein each of morning, afternoon, primetime, and latenight corresponds to an interval of time during the day pre-designated by broadcast media for advertising purposes;
selecting a broadcast content provider from among the two or more broadcast content providers, the selected broadcast content provider having purchased a day-part for content presentation that matches the determined local day-part;
configuring a content display to feature the content from the selected broadcast content provider over content from other of the broadcast content providers; and
presenting the content display to the user.

145. (New) A method of presenting content, the method comprising:
determining a geographic location of a user;
receiving content from two or more broadcast content providers;
determining a local day-part appropriate for the geographic location from among at least one of morning, afternoon, primetime, and latenight, wherein the local day-part corresponds to a specific time period during a day that is accepted by the two or more broadcast content providers as customarily used for purposes of selling advertising time;

selecting a broadcast content provider from among the two or more broadcast content providers, the selected broadcast content provider having purchased a day-part for content presentation that matches the determined local day-part;

configuring a content display to feature the content from the selected broadcast content provider over content from other of the broadcast content providers; and

presenting the content display to the user.